

# ***Healthy Kids, Successful Students, Stronger Communities***

**Healthy Schools, Healthy People IX  
January 15 - 17, 2003  
Sacramento, California**

**Focus on Coordinated School Health in California**



This Ninth Annual Health Framework Conference is sponsored by a Consortium consisting of the following organizations: California Association for Health, Physical Education, Recreation and Dance (CAHPERD), California Association of School Health Educators (CASHE), and California School Nurses Organization (CSNO). Collaborative planning partners include: California Department of Education, California Department of Health Services, California Medical Association Alliance (CMAA) and American Academy of Pediatrics, California District. For more information please contact RDL enterprises at 916.443.0218 or [Stephanie@RDLent.com](mailto:Stephanie@RDLent.com)

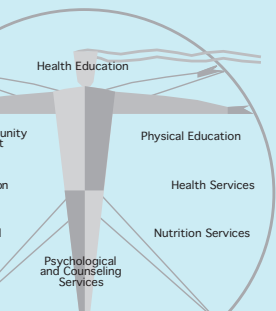
What previous conference attendees have said:

*“This is the first time I have attended and I can’t wait to come back next year!”*

*“This conference was well coordinated to offer a myriad of information”*

*“The most valuable part of this conference was the handouts and activities that I can take back to my school and use tomorrow!”*

*“What a great opportunity for professional development!”*



## Conference Overview

Our goal of this conference is to promote the health of California’s children and youth through professional development. While California children and youth represent 25% of our population, they represent 100% of our future! Many of the keynote and workshop speakers have designed their presentations to include hands-on audience participation as well as guidelines for simple implementation of school health programs within our districts and communities.

## Who Should Attend

Health educators, school and district nurses, physical education teachers, county coordinators (SDFSC, TUPE, DATE, HIV/AIDS, Healthy Start, etc.), university faculty public & community health staff, consultants to the State of California, dietitians and nutritionists, directors of education, pediatricians, school administrators, and anyone else interested in promoting Coordinated School Health in California.

## Registration Information

One complete registration form is required for each attendee. Payment of registration fees **MUST** be submitted with a registration form. **Registration will not be processed by telephone and purchase orders will not be accepted.**

### Early Registration (By December 1, 2002)

Collaborative Team (3 or more submitted as a group).....\$170 per person  
Individual.....\$180 per person  
Full Time Student (Copy of Student ID required).....\$ 50 per person

### Conference Registration (After December 1, 2002).....\$200 per person

When payment is received by RDL enterprises, a confirmation will be sent via e-mail. A letter will be mailed if an e-mail address is not provided. If you do not receive a confirmation, please contact RDL enterprises.

NO REFUNDS WILL BE MADE. A paid registration can be transferred to another individual with notification to RDL enterprises by January 10, 2003.

**Online registration is also available at [www.RDLent.com](http://www.RDLent.com)**

## Continuing Education

**Available on site only. Please do not submit payment to RDL enterprises.**

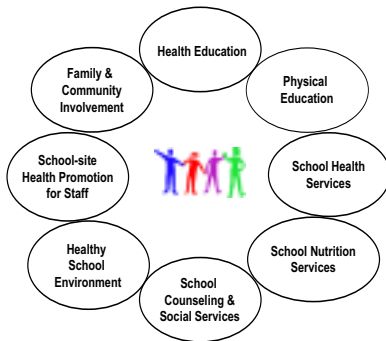
- CHES Units:** Application for CHES Category 1 Continuing Education Contact Hours (CECH) has been made to the National Commission for Health Education Credentialing, Inc. Nine units available for \$2 per unit.
- BRN Hours:** 14 contact hours available for \$45 for CSNO members and \$60 for non-members.
- CME Credit:** AAP designates this activity for up to 11.5 hours of Category 1 credit toward the CMA Certificate in Continuing Medical Education and the AMA Physician’s Recognition Award.
- College Unit:** One Graduate Semester College Unit available through Chapman University. For more information, contact Denis Willens at 800.375.8247, [dwhoops@pacbell.net](mailto:dwhoops@pacbell.net), or collect information on site.
- Dietitians:** Information on applying for Continuing Professional Education Hours available on site.

# Conference Agenda

## Wednesday, January 15, 2003

- 1:00pm CASHE Pre-Conference Health Educator Seminar
- 1:15pm "How to Find School Health Funds" Pre-Conference Session
- 5:00pm Attendee Registration and Exhibit Hall Grand Opening
- 7:00pm "Jump Rope for Heart" A demonstration sponsored by the American Heart Association
- 7:30pm **Opening Keynote Session: "What I've Come To Tell You, You Already Know"**  
*Jerry Warren, Comprehensive Health Education Foundation*
- 9:00pm Adjourn

## Thursday, January 16, 2003



- 7:30am Attendee Registration open
- 7:30am Exhibit Hall open
- 8:30am Welcome and Orientation
- 9:15am **Keynote Session, "Coordinated School Health: The Vision Evolves"**  
*Diane Allensworth, Centers for Disease Control and Prevention*  
*Caroline Roberts, MPH, California Department of Education*
- 10:30am Break
- 10:45am Session I Workshops
- 12:15pm Lunch
- 1:30pm **Keynote Session, "Bullies and Victims: Children Abusing Children"**  
*SuEllen Fried*
- 2:45pm Exhibit Viewing (Hall closes at 3:30pm)
- 3:30pm Session II Workshops
- 4:45pm Adjourn

## Friday, January 17, 2003

- 8:00am Attendee Registration
- 8:30am **Keynote Session, "To Tell the Truth, We Must Face the Truth"**  
*Steven Tierney, San Francisco Department of Public Health*
- 10:00am Session III Workshops
- 11:15am Break
- 11:30am Session IV Workshops
- 12:45pm Adjourn

## Conference Location

**The Doubletree Hotel, 2001 Point West Way, Sacramento, CA 95815**

**Reservations: 800.222.TREE or 916.929.8855**

The Doubletree Hotel has reserved a group of rooms for conference attendees. Rates are as follows:

|                            |                                |
|----------------------------|--------------------------------|
| Single.....\$111 per night | Club Level.....\$131 per night |
| Double.....\$121 per night | Suite.....\$395 per night      |

These rates do not include local occupancy tax, currently 12.121% or Tourism Assessment fees of \$1.25 per room per night. **These rooms will be held until December 14, 2002.** When you make your reservations, please mention "Healthy Schools, Healthy People" to guarantee this discounted room rate. Parking at the hotel is free and there will be a complimentary airport shuttle Friday afternoon.

# Tentative Workshop Schedule

## Thurs. Jan. 16: Session I (10:45am - 12:00pm)

- 1A. Connecting the Components - Physical Education and Coordinated School Health (*CAHPERD*)
- 1B. Coordinated School Health Programs: So What is the Role of the School Health Educator? (*CASHE*)
- 1C. Promoting Coordinated School Health Through Health Services (*CSNO*)
- 1D. New Tools and Data For School Health (*CDE and DHS*)
- 1E. Promoting Coordinated School Health Through American Cancer Society Programs (*ACS*)
- 1F. Want Coordinated School Health?: Here's How (*Legislative Panel*)

## Thurs. Jan. 16: Session II (3:30 - 4:45pm)

- 2A. Healthy Environment for a Successful Day: Classroom Management Techniques, *Robin GrayBallard*
- 2B. Individualized Nutrition Curricula - Enhancing Learning for Students, *Jennifer Metta*
- 2C. "It's Up to Me" to Prevent Teen Pregnancy: Interactive Resources to Promote Teen Responsibility, *Jeannine Long*
- 2D. Leadership: The Critical Factor for Coordinated School Health, *Jeri Day*
- 2E. No Child Left Behind: Safe & Drug Free Schools - What's New?, *Meredith Rolfe*
- 2F. Nurturing Hope and Caring: Building Blocks to Academic Success and Positive Behavior, *Jean Varden*
- 2G. Partners for Success, *Peggy Doherty*
- 2H. Physical Activity in the Afterschool Program, *Mary Blackman*
- 2I. Strategies for Bullying Prevention and Intervention, *SuEllen Fried*

## Fri. Jan. 17: Session III (10:00 - 11:15am)

- 3A. 2003 California Health Framework, Standards and Assessment: Essential Tools for Health Education (Part 1), *Jeri Day*
- 3B. Building Respect, Responsibility, and Resiliency in Today's Adolescents, *Vicki Phillips*
- 3C. Collaboration Keys for P.E. Educators, Health Educators, and School Nurses, *Gayle Hutchinson, EdD*
- 3D. Don't Let our Students Go Down in Smoke: Building Comprehensive TUPE Programs, *Ira Sachnoff*
- 3E. Educating our Children about Diet - What Should be in School Pantries?, *Melvin Hayman, MD*
- 3F. Families: Mirrors of School Culture, *Jan Ryan*
- 3G. Implementing the New Federal Skin Cancer Prevention Guidelines for School Programs, *Andrew Manthe, MPH*
- 3H. Making it Happen: Effective HIV/AIDS Prevention Education, *Johanna Chase*
- 3I. Sex, Drugs, Eating Disorders, Suicide, Self-Mutilation and Much More...Motivating your Students to Read, *Bridget Brownell*

## Fri. Jan. 17: Session IV (11:30am - 12:45pm)

- 4A. 2003 California Health Framework, Standards and Assessment: Essential Tools for Health Education (Part 2), *Jeri Day*
- 4B. Brain Research and the Health Teacher, *Raleigh Philp*
- 4C. Development of School Nutrition/Physical Activity Policies, *Jan Lewis*
- 4D. Does Asset Building and Positive Youth Development Work?, *D.J. Peterson*
- 4E. Family Health for Parents and Schools Save Sam!, *Katharine Barrett*
- 4F. Marijuana Awareness and Drug Strategies, *Ralph Cantor*
- 4G. Positively Influencing Students' Health: Research, Resources and Trainings, *Liane Cox Tomich*
- 4H. Student Support Services: Where Are We and Where Are We Going?, *Jackie M. Allen*
- 4I. The ARC Program in Action: Promoting Safe and Drug Free Schools, *Nanci Hanover*

***Please make your workshop selections on the registration form.***

***Schedule is subject to change. For more information on a certain workshop, please contact RDL enterprises.***

# About the Keynote Speakers

**Jerry Warren** directs the School-Age Youth Initiative at Comprehensive Health Education Foundation (C.H.E.F.) and works with the National Middle School Association in conducting conferences that address adolescent health issues, including HIV/AIDS for middle level educators. He also coordinates the "*Healthy Schools Leadership Project*" which develops leadership skills to enhance and improve health programs in schools and the "*Partnership*" project which explores how educators and religious leaders can work together for the good of our children. Jerry also collaborates with the Office of the Superintendent of Public Instruction to conduct institutes on school health and fitness, which provide direction and strategies to design curriculum, assessment, and instruction to give students opportunities to meet the health and fitness education standards in Washington. Before going to Washington, Jerry was a Health Education Consultant for the Oregon Department of Education. He spent 14 years in the Reynolds School District teaching health and physical education.

**Diane Allensworth** is a pioneer in the development of the current coordinated school health model. She has teamed with Dr. Lloyd Kolbe and others and written many published peer reviewed journal articles. She was the co-chair of the prestigious Institute of Medicine's Committee on Comprehensive School Health Programs in Grades K-12 whose mission was to carry out a study of comprehensive school health programs in grades K-12. They looked at three critical areas: school environment, education, and services. The result of this project is the seminal report, *Schools and Health: Our Nation's Investment*. In addition, Her work is often quoted in the highly influential publication, *Health is Academic A Guide To Coordinated School Health Programs*. Diane is an administrator at the Centers for Disease Control, Division of Adolescent and School Health and recently she was assigned to direct the Kids' Health Project. Her knowledge and passion for coordinated school health uniquely qualify her to share her expertise in this forum.

**Caroline Roberts, MPH** has been the Administrator of School Health Connections in the California Department of Education (CDE) since 1999. Her position, funded by a grant from the Centers for Disease Control and Prevention, focuses on building capacity, strengthening infrastructure, and establishing partnerships to support coordinated school health in California. She has been with the CDE since 1984 in a variety of capacities including Child Health Nutrition, Curriculum Frameworks and Instructional Resources and School Health Education. Her undergraduate degree in Nutrition Science is from the University of California at Davis and she earned a Master of Public Health degree at the University of Hawaii. She teams with the California Department of Health Services to provide shared leadership and modeling of collaboration between education and public health for coordinated school health. Together and with support from other staff and many constituents from throughout the state, California has made significant progress at the state, county and local levels in building infrastructure for coordinated school health.

**SuEllen Fried, ADTR**, wrote *Bullies and Victims: Helping Your Child Through the Schoolyard Battlefield* with her daughter, Paula, in 1996. SuEllen is an international speaker on the topic of child abuse and bullying and has appeared on Good Morning America, the TODAY Show and MSNBC. She has delivered addresses and presented workshops at numerous national and international conferences on child abuse and neglect and has been a keynote speaker at child abuse conferences in 28 states. SuEllen attended Washington University in St. Louis, Missouri and received a B.A. in Creative Arts and Mental Health from Park College in Parkville, Missouri. She earned the Academy of Registered Dance Therapists accreditation (ADTR) - a Master's Degree equivalency from the American Dance Therapy Association and worked as a dance therapist in the Kansas City area for 20 years. SuEllen's honors and awards include being named President Bush's 900th Point of Light in 1993.

**Steven Tierney, EdD** is the Director of HIV Prevention and the Co-Chair of the HIV Prevention Planning Council for the City and County of San Francisco. Dr. Tierney has been involved in HIV prevention and youth health services since 1982 and has focused much of his work on increasing access to integrated and comprehensive health care for youth. Professionally, Dr. Tierney's work has focused on youth health and specifically on increasing access to appropriate health care for adolescents and young adults. Tierney accepted the position in the Department of Public Health because he believes that government is the business of helping people. We must insist that the government promotes health, wellness and human rights for all citizens.

# Registration Form

PLEASE TYPE OR PRINT CLEARLY

First Name: \_\_\_\_\_

Last Name: \_\_\_\_\_

Position: \_\_\_\_\_

Organization: \_\_\_\_\_

Address: \_\_\_\_\_

City, State, Zip: \_\_\_\_\_

Phone: \_\_\_\_\_ Fax: \_\_\_\_\_

E-mail: \_\_\_\_\_

## SPECIAL REQUESTS

- ☐ I require a vegetarian lunch Thurs., Jan. 16.
- ☐ I require special accommodations to fully participate in the conference (please contact me regarding my needs).
- ☐ I prefer to be omitted from the list of participants to be distributed with conference materials.

## WORKSHOP SELECTIONS

For planning purposes, select one workshop from each session that you are interested in attending. Please use the reference number on the *Tentative Workshop Schedule*. (You are not obligated to attend these workshops.)

Session I \_\_\_\_\_ Session II \_\_\_\_\_

Session III \_\_\_\_\_ Session IV \_\_\_\_\_

## PROFESSIONAL AFFILIATIONS

- ☐ CAHPERD    ☐ CASHE    ☐ CSNO

## TYPE OF REGISTRATION

On or before December 1, 2002:

- ☐ \$ 170 per person.....Collaborative Team
- ☐ \$ 180 per person.....Individual
- ☐ \$ 50 per person.....Full time student

After December 1, 2002:

- ☐ \$ 200 per person.....All Attendees  
(Except students)

## METHOD OF PAYMENT

- ☐ Check or Money Order  
Payable to RDL enterprises - HSHP
- ☐ Credit Card (Visa/MC/American Express)  
Acct.# \_\_\_\_\_  
Expiration Date (mm/yy) \_\_ / \_\_  
Billing Address:  
\_\_\_\_\_  
\_\_\_\_\_

***Reminder: Purchase Orders are not accepted and there are no refunds***

Do you have a **FAVORITE HEALTH-RELATED WEBSITE** you would like to share with other conference attendees?  
\_\_\_\_\_

## PRE-CONFERENCE SESSIONS

Please submit the separate "Pre-conference Session Registration Form" along with the appropriate fee if you wish to attend.

**To Register, mail or fax to:**

RDL enterprises - HSHP  
1412 20th Street, Sacramento, CA 95814  
Ph: 916.443.0218 Fax: 916.443.2037

or Register online at [www.RDLent.com](http://www.RDLent.com)

# Pre-conference Session Information

Wednesday, January 15, 2003

## Option A: CASHE Pre-Conference Health Educator Seminar (1:00 - 5:00pm)

Come join your colleagues for an afternoon of enlightenment, enrichment and practical strategies that you can take back to your school site and put into practice. This seminar is being offered by CASHE, a member of the Healthy Schools, Healthy People Conference Planning Consortium. For more information, please contact CASHE at 714.964.4568 visit the CASHE at [www.CASHE.org](http://www.CASHE.org). Prices are as follows:

**Registration Fee: \$50.00 (Pre-registration)  
\$60.00 (On-site registration)**

## Option B: How to Find School Health Funds (1:15 - 5:30pm)

Open to those interested in locating and securing funding for school health. This session will cover subjects that range from traditional federal and state funding streams to funding sources that are truly interested in innovative collaborative school health projects. Featured speakers will include Jan Stohr from the Nonprofit Resource Center who will provide a wealth of information on how to research funding and write a winning proposal. Brenda Solarzano will describe funding priorities of the The California Endowment and their interest in funding community collaborations designed to improve student and family health and access to health care. A representative from the CDE will also provide an update on the recent changes in federal and state school health funding. This workshop is an extension of the California School Health Coordinator Leadership Institute sponsored by the California Department of Education, California Department of Health Services, the American Cancer Society and The California Endowment. For more information, please contact Jeri Day at 916.657.3450 or [JDay@cde.ca.gov](mailto:JDay@cde.ca.gov).

**Registration Fee: \$25 (Pre-registration only)**

*Space is limited for both sessions, so register early!*

*Both of these pre-conference sessions require payment separate from HSHP Conference registration. Please make checks payable to RDL enterprises or provide credit card information on the form below. Mail registration form and payment to RDL enterprises, 1412 20th Street, Sacramento, CA 95814.*

## Pre-conference Session Registration Form

☐ CASHE Pre-Conference Seminar (\$50)

☐ School Health Funding Session (\$25)

Name \_\_\_\_\_ Phone \_\_\_\_\_

Organization \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

### Method of Payment:

☐ Check - Payable to RDL enterprises ☐ Visa® ☐ Master Card® ☐ American Express

Credit Card Number: \_\_\_\_\_ Exp: \_\_\_\_ / \_\_\_\_

Billing Address (if different): \_\_\_\_\_